

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1266 Administration - Executive Office - Tourism

Directorate, Internal Audits, Human Resources. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

Strategy: Administration

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$367,841	\$367,841	\$0	\$0	\$0	\$0	5.00

Other Fund - Subfund No & Title:

Budgetary Program No.: I.A.

Expected Results:

Promoting tourism and supporting the expansion and continued growth of the tourism industry, agency leaders play a key role in accomplishing the Governor's objective of increasing personal income of South Carolinians. Through PRT's Tourism-based Community and Economic Development efforts, it is also able to extend the benefits of tourism to all areas of the state and to assist rural and lesser-developed communities in generating economic activity. Through State Park Service locations visitors are given the opportunity to experience the diverse natural and cultural resources that project the essence of SCPRT. PRT will continue to recruit, hire, train, and promote employees who strive to meet the goals and mission of the agency. PRT will maintain a diverse staff that is knowledgeable and comfortable with differences that exist between themselves and their customers in terms of race, sex, culture and beliefs. PRT works to ensure a safe working environment for staff which lowers the cost of insurance, injury related expenses and lost time for employees.

Outcome Measures:

Despite a sluggish economy, domestic visitors spent \$9.7 billion in SC in 2007, a 6.5% increase over 2006. Travel & Tourism generates 10% of state employment and over \$1.1 billion in state and local tax revenues, a ratio of \$2.50 in tax revenues to \$1 in public costs related to travel and tourism. In order to maintain this healthy growth, PRT leaders continue to work with tourism industry partners to coordinate and encourage sustainable growth in the tourism industry. SCPRT has contracted with a firm to develop the product development phase of the South Carolina Tourism Action Plan. This phase will develop Tourism Concept Plans for each of the eight (8) Product Development Areas which encompasses all 46 counties. SCPRT reached 81.2% of its Equal Employment Opportunity Goal. From Sept. 07 to May 08, the Agency's leadership program named S.O.A.R. (Strengthening Our Abilities and Resources) completed a third successful year with 16 graduates. SCPRT provided 13, 010 Training Man-Hours and 40.04 hours of training per employee.

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Functional Group: Legislative,
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1267 Administration - Tourism

Finance & Technology Services. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

Strategy: Administration

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$811,678	\$806,678	\$0	\$0	\$0	\$5,000	9.00

Other Fund - Subfund No & Title:

3958 Sale of Equipment

Budgetary Program No.: I.B.

Expected Results:

Provide support services and strategic performance analysis and improvements in order to increase the effectiveness and efficiency of activities which further the agency's mission to improve the economic well-being and quality of life in South Carolina.

Outcome Measures:

Track financial and organizational performance measures for annual accountability processes for the state legislature and Governor's Office, cost efficiencies, effective implementation of programs, and alignment of support services with providing agency services to citizens.

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1268 Public Relations & Information - Tourism

The Executive Communications portion of PRI raises public awareness in South Carolina about the agency's leadership and public service through meaningful information exchange with the industry, the media and the public. The Public Relations portion of PRI uses proactive approaches to extend the messages delivered in sales and marketing activities about South Carolina as a tourism destination, and to generate interest in topics not covered by advertising, i.e., rural tourism. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

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Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

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Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$125,004	\$125,004	\$0	\$0	\$0	\$0	2.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. E.

Expected Results:

Much of the team's outcome is determined by media activity, but the team does plan to improve its output by 10% by incorporating more efficient processes, and is working toward a 10% increase in the amount of coverage generated in FY 07-08.

Outcome Measures:

In FY 07-08, a combination of a major new tourism development in South Carolina, new major marketing campaigns and an increased investment in public relations has generated significant increases in free publicity for South Carolina as a tourism destination and more than doubled the public relations output in terms of responding to media inquiries and developing relationships for future stories. The team made 229 pitches, hosted 20 visiting journalists, responded to 240 photo requests, conducted 85 editorial calendar searches. Some of the results were 735 stories in newspapers, magazines and online outlets with combined circulation totaling more than 261,000,000 readers. PRI also helped the agency in its efforts to communicate the economic benefits of tourism to the public and to leadership, including work for the SC Tourism Alliance, speaking engagements around the state, and communications with the state legislature and Congressional delegation.

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
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1269 State Parks--Central Support

Central Park Operations focus on providing standards, guidelines and assistance to field operations in the areas of budgeting, resource management, interpretation, training, strategies, and management activities. This includes Construction & Maintenance, Central Service & Supply. Code Sections 51-1-10 - 51-3-160 and 51-7-10 - 51-7-110

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Provide for the marketing and enhancement of the economic and social value of SC's natural resources.

FY 2008-09

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Total	General Funds	Federal Funds	Health / Non-Recurring	CRF	Other Funds	FTEs
\$2,310,062	\$2,310,062	\$0	\$0	\$0	\$0	34.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. D.

Expected Results:

Responsibility for the management, protection and promotion of some of South Carolina's most treasured resources. Strategies and management activities are defined that provide a road map for the fulfillment of the Park Service's mission. More importantly, all activities are fostered through the basic principles of Stewardship and Service.

Outcome Measures:

Projects includes the renovation for public use the historic CCC structures at Table Rock, Edisto Beach and Poinsett State Parks. Preservation effort trends show increases in the number of "good condition" structures, improving from 39% to 44%. This office also continues to manage habitat restoration efforts and endangered species.

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Functional Group: Legislative,
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1270 State Parks--Field Operations

The Park Service manages and protects more than 80,000 acres of South Carolina's natural and cultural resources, which range from deep mountain wilderness and old-growth forests, to plantation homes, battlefields, waterfronts and wetlands. The state park system includes 47 operational parks and eight historic properties. State parks, and the state overall, have a solid foundation on which to build the future of South Carolina. Through state parks, South Carolina can: enhance and build a park system that is representative of the state's intrinsic character; improve a recreational and educational framework that already serves upwards of 9 million visitors annually; stimulate new economic development initiatives through tourism; and project South Carolina's singular quality of life. Code Sections 51-1-10 - 51-3-160 and 51-7-10 - 51-7-110

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Provide for the marketing and enhancement of the economic and social value of SC's natural resources.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non-Recurring	CRF	Other Funds	FTEs
\$25,773,585	\$5,905,803	\$75,000	\$0	\$0	\$19,792,782	310.92

Other Fund - Subfund No & Title:

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3035 State Parks Operating \$19,557,782; 4216 Parks & Recreation Development Fund \$235,000

Budgetary Program No.: II. D.

Expected Results:

South Carolina state parks are valued on multiple scales. They encompass a variety of physical attributes, host a number of recreational and educational activities, and touch a meaningful experience for many visitors. Parks are defined by both objective and subjective criteria; from plant species, carrying capacities and attendance figures, to scenic quality, historic and cultural value, and general ambiance. Under the best circumstances, South Carolina's state parks draw from their natural and cultural/historic surroundings to help shape and define visitor experiences. From recreation activities, interpretive themes, accommodations and amenities, outstanding properties take their cue from their environment and invite visitors to experience the natural and cultural resources in multiple ways.

Outcome Measures:

The field operations work to raise state park revenue through admissions, lodging, programs, shelters, and retail. The state parks impacts on park visitor experiences are often reflected in revenue generation. The last 2 years the SPS has generated over 20 million dollars in revenues. Attendance and occupancies were also up. Total Revenue was up 3 % over last year. Occupancy rates for cabins were up 4% from last year. Occupancy Rates for camping were up 13%. The most recent USC survey indicated that 97% of visitors were somewhat or very satisfied with their visit to a state park in 2006 - a strong indication that citizens and visitors enjoy and utilize their parks. The South Carolina State Park Service has over 3000 campsites, 80 lodge rooms and 155 vacation cabins, as well as countless opportunities to create these experiences.

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Functional Group: Legislative,
Executive &
Administrative

1271 Interpretive & Resource Management

The Resource Management and Interpretive Services program provides technical assistance to the over 80,000 acres of park lands ensuring the public benefit of the natural and cultural resources of the state. In addition, it provides interpretation of these resources through interpretive programs and services to the general public, as well as the Discover Carolina program, a curriculum based educational program at selected natural and cultural state park sites. Code Section 51-1-10 - 51-3-160 and 51-7-10 - 51-7-110

Statewide Result Area: Improve K-12 student performance

Strategy: Provide each student an education that equips them with the skills necessary to compete in the regional, national, and international marketplace.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$654,273	\$411,551	\$0	\$0	\$0	\$242,722	10.00

Other Fund - Subfund No & Title:

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3035 State Parks Operating

Budgetary Program No.: II. D.

Expected Results:

Provides park visitors with interpretive learning opportunities and enlightens park visitors on the significance and importance of South Carolina's natural and cultural resources, while protecting and enhancing the natural and cultural resources of the state. In addition, the Discover Carolina educational program provides educational opportunities that surpass the traditional learning experience. Desired result of State Park Service preservation efforts are for historic structures listed on the National Register to be maintained in good condition.

Outcome Measures:

The Park Service tracks number of visitors that attend educational programs, as well as measuring impact from outside observers and teachers. Schools and teachers measure success of the programs through post site activities. Last year The Discover Carolina program saw over 24,000 school children. During the past year the SPS worked with Clemson University to measure the satisfaction of the Founders Day Festival at CTL. Satisfaction with the festival was high with a satisfaction score of 8.96 on a scale of ten.

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Functional Group: Legislative,
Executive &
Administrative

1272 Recreation & Grants

This program provides technical assistance to communities on a wide range of parks and recreation issues including conceptual planning, facility management, and grant needs. This program also administers four grant programs. The LWCF is a competitive, federal grant program for either land acquisition or facility development for public outdoor recreation. RTP is a competitive, federal grant program for the construction of recreational trails. RELT is a state funded program for the acquisition of park land. PARD is a state funded, noncompetitive grant program available to governmental entities within each county for the development of new indoor or outdoor public recreational facilities or renovation to existing facilities. Code Sections 51-11-10 - 51-11-60 and 51-15-10-51-15-540 and 51-23-10 - 51-23-40

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Provide for the marketing and enhancement of the economic and social value of SC's natural resources.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non-Recurring	CRF	Other Funds	FTEs
\$4,038,359	\$275,211	\$2,198,148	\$0	\$0	\$1,565,000	4.00

Other Fund - Subfund No & Title:

4126 Parks & Recreation Development Fund

Budgetary Program No.: II. C

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Expected Results:

Each of the grant programs requires project completion within a specific time frame or funds will be reverted. Each grant must follow strict financial and construction guidelines. It is the responsibility of the recreation and grant staff to ensure project completion within the time frame while also ensuring that each project complies with all federal and state regulations and guidelines.

Outcome Measures:

The Recreational Trails Program (RTP) awarded 13 grants totaling \$1.48M in federal funds. The Parks and Recreation Development Fund (PARD) approved 196 projects and allocated \$4.5M. The Land and Water Conservation Fund (LWCF) awarded 2 projects totaling \$0.4M in federal funds. RELT funded 7 projects totaling \$0.4M

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Functional Group: Legislative,
Executive &
Administrative

1273 Engineering & Planning

The Engineering Section manages the agency's permanent improvement program. This includes preparation of permit applications, and preparation of engineering and construction plans and design specifications, and construction oversight for all permanent improvement projects within the agency (state park facilities, Heritage Corridor and welcome centers). The Planning Section assesses needs, issues and public opinion on parks and recreation topics, develops statewide and regional planning studies such as the State Trails Plan, SCORP, nature based initiatives, FERC relicensing, and undertakes state and local park master planning and feasibility studies. Code Sections 51-1-10 - 51-3-160 and 51-7-10 - 51-7-110

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Provide for the marketing and enhancement of the economic and social value of SC's natural resources.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$148,425	\$148,425	\$0	\$0	\$0	\$0	9.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. C.

Expected Results:

Staff must plan, design and manage permanent improvement projects for code compliance to insure public health and safety. Staff works with representatives of a wide variety of agencies and organizations to provide technical assistance in conceptual park designs and with planning, conservation, outdoor recreation, and nature based tourism efforts around the state.

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Outcome Measures:

In FY07-08, staff managed and completed 16 projects valued at \$12.3M, 5 projects under construction valued at \$5.4M, 4 projects in the design phase valued at \$1.4M, and 7 new projects with an established value of \$3.2M. Completed 2008 update of South Carolina State Comprehensive Outdoor Recreation Plan (SCORP)

Agency: P28 - Department of Parks, Recreation & Tourism**Functional Group:** Legislative,
Executive &
Administrative**1274 Media Placement & Productions**

PRT develops and implements an annual, multi-faceted marketing plan that promotes the state's cultural, natural, and man-made tourism resources for the purpose of attracting visitors to the state, including implementation of the state's branding advertising campaign. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth**Strategy:** Provide for a more unified and focused effort in the marketing of our State's assets.**FY 2008-09**

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$10,347,343	\$8,547,343	\$0	\$0	\$0	\$1,800,000	0.00

Other Fund - Subfund No & Title:

3383 - Vacation Guide

Budgetary Program No.: II. A.**Expected Results:**

Advertising production and placement works to create consumer awareness of SC as a travel destination while generating a return on investment for state dollars spent to increase travel and tourism in SC.

Outcome Measures:

One in four (23%) targeted households east of the Mississippi that recalled SCPRT's 2007 general domestic leisure ads visited South Carolina in 2007, making them more than twice as likely to visit as those who had not seen ads (8%). South Carolina visitors that saw SCPRT's advertising also spent more during their trip than those that didn't see the ads (\$1,432 vs. \$980). One in three (34%) targeted households east of the Mississippi that recalled SCPRT's 2007 golf ads visited South Carolina in 2007, making them twice as likely to visit as those who hadn't seen ads (15%).

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Functional Group: Legislative,
Executive &
Administrative

1275 Tourism Partnership Fund

The Tourism Sales & Marketing area provides financial and marketing assistance to eligible in-state, non-profit tourism entities through the Tourism Partnership Fund. The purpose of the activity is to stimulate through a matching-grant program the creation and implementation of marketing projects designed to leverage local tourism resources and infrastructure to attract visitors, who expend funds and generate tourism-specific economic activity that benefits tourism regions, destinations, non-profit attractions, and festivals/events. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$2,441,858	\$2,441,858	\$0	\$0	\$0	\$0	2.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Expected Results:

In FY07-08, the Tourism Partnership Fund awarded 38 grants allocated at over \$1.9M. As matching grants, this allows for nearly \$4 million in marketing expenditures that will help promote the state to out-of-state visitors. The financial and marketing assistance provided by TPF will aid in the development of effective tourism promotion products at the local level in a way that positions South Carolina as a preferred travel destination and increases the economic impact of the tourism industry in the local community.

Outcome Measures:

An estimated \$4 million will be expended by qualifying destinations, non-profit attractions, organizations and festivals and events to attract visitors and generate tax revenue derived from tourism activity throughout the state.

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1276 Marketing & Sales

This service area is responsible for implementing agency policy and programs related to the development of South Carolina's domestic and international tourism sales and marketing programs, including implementation of the state's branding advertising

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campaign and co-operative advertising campaign, production of an annual visitors guide, development and management of promotional websites, attracting visitors from targeted international markets and the domestic group tour market, and marketing the SC state parks. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non-Recurring	CRF	Other Funds	FTEs
\$1,108,017	\$1,108,017	\$0	\$0	\$0	\$0	17.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II.A

Expected Results:

Positively influence awareness of SC among targeted domestic and international audiences; generate website traffic, e-newsletter sign-ups and overall inquiries for SC visitor information; and stimulate visitation to and tourism expenditures in South Carolina among targeted audiences.

Outcome Measures:

The multi-channel media plan for CY08 will generate an estimated 645,775,533 media impressions. To date, the media plan has generated 189,600 consumer leads. Millions of consumers have used SCPRT's family of websites for travel research and planning from January through June 2008. Year-to-date total unique visitors to DiscoverSouthCarolina.com total 2,091,287; to SouthCarolinaParks.com, total 699,635; SouthCarolinaGolf.com, 181,530; and to SavorSouthCarolina.com, 64,156. As of June 08, SCPRT's four newsletters had a combined opt-in circulation of 383,230. For CY08, the cooperative advertising program has generated net revenue of \$853,150 with investments by 71 tourism partners. Sixty-four partners invested in the Smiles guide, generating net revenue of \$408,824.

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1277 Welcome Centers - Visitor Services

The SC Welcome Center program actively markets the state's regions, destinations and natural, cultural, historic and man-made attractions. The program exists to serve visitors and to increase travel expenditures and expand economic development within the state's tourism industry. The centers offer services that simplify the travel experience for visitors and encourage them to stay longer and spend more money in the state. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

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Total	General Funds	Federal Funds	Health / Non-Recurring	CRF	Other Funds	FTEs
\$2,478,356	\$2,478,356	\$0	\$0	\$0	\$0	43.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A.

Expected Results:

Travel counselors in the state's nine Welcome Centers provide travel information; distribute tourism literature; and make accommodation and attraction reservations for visitors. Through one-on-one interaction with visitors, counselors promote the state's tourism regions, destinations, natural, cultural, historical and man-made attractions. Welcome Centers conduct a comparison of year-end, program-wide results on a number of indicators: traffic counts through the centers using door counters; number of accommodation and attraction reservations made, the economic value of the reservations, and the total amount of literature distributed. Expect to positively impact tax revenue by encouraging longer visits and increased spending. Will also encourage visitation to all parts of the state.

Outcome Measures:

In FY 2007-08, the centers promoted visitation to all regions of the state, serving an estimated 2.3 million welcome center visitors, based on door count estimates. Staff made 29,802 reservations representing an estimated economic impact of \$2,540,741; and distributed 6.6 million pieces of literature promoting all regions of the state. A Theme of the Month allowed staff to promote both traditional and non-traditional tourism destinations and attractions.

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1278 Research

The Research and Policy Development team provides tourism marketing and economic research to internal and external customers. The team also provides support and strategic policy recommendations to the agency to further the agency's mission to improve the economic well-being and quality of life in South Carolina. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for the growth and sustainability of all communities.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non-Recurring	CRF	Other Funds	FTEs
\$249,303	\$249,303	\$0	\$0	\$0	\$0	2.75

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Other Fund - Subfund No & Title:

Budgetary Program No.: II. F.

Expected Results:

The Research and Policy Development staff coordinate studies related to the agency's advertising and marketing programs and maintain a comprehensive array of reports on the SCPRT website on tourism-related taxes, industry indicators, economic impacts, and visitor characteristics.

Outcome Measures:

In 2007 hotel Revenue per Available Room (RevPAR) was up 5.4%. During FY07-08, a mean of 15 visitors per day (400+ per month) utilized the Tourism Statistics pages on the SCPRT website. The tracking process that generates outcome measures for activity numbers 1266 and 1274 are due to General Funds and FTE's associated with this Activity (#1278).

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1279 Tourism Community & Economic Development

This program area's purpose is to attract and facilitate new and expanding quality destination tourism developments in the state, as well as to develop grassroots initiatives that use natural, cultural, and historic resources to provide economic development through tourism. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for the growth and sustainability of all communities.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$273,623	\$118,623	\$0	\$0	\$0	\$155,000	7.00

Other Fund - Subfund No & Title:

3195 Admission Tax \$30,000; 3819--First in Golf \$75,000; 39B8--Sports Development Fund \$50,000

Budgetary Program No.: II. B.

Expected Results:

This program works to increase tourism capital investments, development of projects managed, and value of grant allocations for tourism in SC. Tracks visitor expenditure trends for the various driving trails throughout the state.

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Outcome Measures:

The Community & Economic Development program was involved in tourism-related economic development projects that accounted for \$194.4 million in announced capital investment for CY07, assisting 18 projects. State admissions tax funds allocated for public infrastructure development amounted to \$3.25 million during this same period.

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Functional Group: Legislative,
Executive &
Administrative

1280 Heritage Corridor & Discovery Centers

Much of South Carolina has potential for heritage tourism development. Currently, the most advanced heritage tourism development project is taking place in the South Carolina National Heritage Corridor. The Heritage Corridor was designated by Congress as a National Heritage Area in 1996, one of about two dozen such areas in the country. The Corridor consists of 17 counties and over 250 miles, divided into four distinct regions. The corridor stretches along the western border of the state from Charleston to the mountain foothills. The agency in partnership with the S.C. National Heritage Corridor Board opened two Discovery Centers. One in Edgefield representing Abbeville, Edgefield, Greenwood and McCormick Counties and one in Blackville representing Aiken, Bamberg, Barnwell and Orangeburg Counties. The Centers have interpretive exhibits showcasing the natural, historical, and cultural resources of the S. C. National Heritage Corridor. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for the growth and sustainability of all communities.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$700,000	\$0	\$700,000	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. B.

Expected Results:

For FY 08-09, the Heritage Corridor is in its eleventh year of federal funding following Congressional authorization in 1996. Berkley, Georgetown and Saluda counties were added in May 2008, bringing the coverage area to 17 counties. The amount of awareness of the program is growing as residents and stakeholders within the counties become knowledgeable about the opportunities for them to participate and to support the Corridor's development. The program is based on grassroots involvement; therefore the number of times individuals participate in Heritage Corridor programs and events is significant, as is the visitation for the Heritage Corridor Discovery System, which includes over 150 sites and two regional Discovery Centers. Grant funds support Corridor projects and indicate product development growth within the Corridor and the opportunity to leverage local funds.

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Outcome Measures:

For FY07-08: Discovery Center Visitor Counts: 19,231; Outreach Count: 12,150; Gift Shop Sales: \$38,431. Group Tour Program: Visitor Count: 5,345; Groups: 127; Tour Fee Total: \$40,225 (SCNHC tour planning fee and vendors/ destination fees). Grant Program: Grants Awarded: 23; Total Awarded: \$336,977; Amount Leveraged: \$13,230,154. The following items are measured from Oct. 06 through Sept. 07 and reported to the National Park Service: Volunteers: 3,764, Partnerships (formal and informal): 318, Education Program Participants: 3,515

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1281 Regional Promotions (Pass Through Funds)

South Carolina Association of Tourism Regions; Code Section 51-13-10 - 51-13-2030; These are pass-through funds per Special Item in annual Appropriations Act. And Proviso 73.12 (32G).

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non-Recurring	CRF	Other Funds	FTEs
\$1,375,000	\$1,375,000	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A.

Expected Results:

Regional Promotions Tourism promotion in individual tourism regions.

Outcome Measures:

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1282 Palmetto Trails (Pass Through Funds)

Palmetto Trails. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. C.

Expected Results:

Palmetto Conservation Foundation

Outcome Measures:

Activity was not funded by the General Assembly

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 Executive &
 Administrative

1283 Palmetto Pride (Pass Through Funds)

Palmetto Pride. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Provide for the protection of outcome-driven policies / incentives / programs aimed at ecological sustainability.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$3,400,000	\$0	\$0	\$0	\$0	\$3,400,000	0.00

Other Fund - Subfund No & Title:

3219 Litter Control Fees & Fines

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Budgetary Program No.: II. C.

Expected Results:

To eradicate litter and beautify the state of SC through awareness, education, pickup and enforcement to improve the quality of life, increase tourism and increase economic growth.

Outcome Measures:

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1284 Canadian Promotions (Pass Through Funds)

Proviso 26.1 Canadian Day and Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A.

Expected Results:

Canadian Promotions

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

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1287 Contributions (Pass Through Funds)

Contributions. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A.

Expected Results:

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1288 Executive Office - Parks

Directorate, Internal Audits, Human Resources Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Provide for the marketing and enhancement of the economic and social value of SC's natural resources.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$924,248	\$924,248	\$0	\$0	\$0	\$0	10.00

Other Fund - Subfund No & Title:

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Budgetary Program No.: I. A.

Expected Results:

Promoting tourism and supporting the expansion and continued growth of the tourism industry, agency leaders play a key role in accomplishing the Governor's objective of increasing personal income of South Carolinians. Through PRT's Tourism-based Community and Economic Development efforts, it is also able to extend the benefits of tourism to all areas of the state and to assist rural and lesser-developed communities in generating economic activity. Through State Park Service locations visitors are given the opportunity to experience the diverse natural and cultural resources that project the essence of South Carolina.

Outcome Measures:

Two years ago, five parks were selected to participate in the Enterprise Zone, an initiative designed to increase efficiencies in state parks by developing innovative techniques in revenue generation and customer service. These five parks have improved performance with a collective impact of over \$700,000 and have also provided valuable insights into the overall management of the state park system. This year, four additional parks were included in the Enterprise Zone program. The nine Enterprise Parks have achieved a collective net profit of over \$450,000 in FY 07-08, allowing more dollars for reinvestment in park facilities, services and programs.

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1289 Administration - Parks

Finance & Technology Services Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Administration

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$1,585,020	\$1,585,020	\$0	\$0	\$0	\$0	19.00

Other Fund - Subfund No & Title:

Budgetary Program No.: I. B.

Expected Results:

Provide support services and strategic performance analysis and improvements in order to increase the effectiveness and efficiency of activities which further the agency's mission to improve the economic well-being and quality of

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life in South Carolina.

Outcome Measures:

Track financial and organizational performance measures for annual accountability processes for the state legislature and Governor's Office, cost efficiencies, effective implementation of programs, and alignment of support services with providing agency services to citizens.

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1290 Communications & Public Relations - Parks

"The Executive Communications portion of PRI raises public awareness in South Carolina about the agency's leadership and public service (especially parks and recreational assistance) through meaningful information exchange with the industry, the media and the public. The Public Relations portion of PRI uses proactive approaches to extend the messages delivered in sales and marketing activities about South Carolina as a tourism destination, and to generate interest in topics not covered by advertising, i.e., rural tourism, and often, parks. Code Section 51-1-10 - 51-1-310

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Provide for the marketing and enhancement of the economic and social value of SC's natural resources.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$314,246	\$314,246	\$0	\$0	\$0	\$0	3.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. E.

Expected Results:

Much of the team's outcome is determined by media activity, but the team does plan to improve its output by 10% by incorporating more efficient processes, and is working toward a 10% increase in the amount of coverage generated in FY 07-08.

Outcome Measures:

In FY 07-08, a combination of a major new tourism development in South Carolina, new major marketing campaigns and an increased investment in public relations has generated significant increases in free publicity on South Carolina as a tourism destination and more than doubled the public relations output in terms of responding to media inquiries and developing relationships for future stories. The team made 229 pitches, hosted 20 visiting journalists, responded to 240 photo requests, conducted 85 editorial calendar searches. Some of the results were 735 stories in newspapers, magazines and online outlets with combined circulation totaling more than

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261,000,000 readers. PRI also helped the agency in its efforts to communicate the economic benefits of tourism to the public and to leadership, including work for the SC Tourism Alliance, speaking engagements around the state, and communications with the state legislature and Congressional delegation.

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1596 Recreation Land Trust Fund

RELТ is a competitive state funded grant program. These funds can only be used for the acquisition of land for the purpose of public recreation. RELТ funds are available for local and state government agencies and it is a 50/50 match. Code 51-11-10

Statewide Result Area: Improve the quality of South Carolina's natural resources

Strategy: Provide for the protection of outcome-driven policies / incentives / programs aimed at ecological sustainability.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. C.

Expected Results:

The staff brings many projects to completion while balancing project requirements for funding, timing, and regulatory compliance.

Outcome Measures:

RELТ funded 7 projects totaling \$0.4M

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1599 US Youth Games (Pass Through Funds)

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US Youth Games. Special Item in the annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Expected Results:

US Youth Games of South Carolina

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1603 Competitive Grants (Pass Through Funds)

Competitive Grants program per Proviso 26.6 and Proviso 63.37 of the FY 2008 Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for more effective and broad based incentive and grant programs.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II A.

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Expected Results:

Competitive Grant Program

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism**Functional Group:** Legislative,
Executive &
Administrative**1604 Wildlife Expo (Pass Through Funds)**

Wildlife Expo. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth**Strategy:** Provide for a more unified and focused effort in the marketing of our State's assets.**FY 2008-09**

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:**Budgetary Program No.:** II. A**Expected Results:**

Southeastern Wildlife Exposition

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism**Functional Group:** Legislative,
Executive &
Administrative**1755 Gaston Collard Festival (Pass Through Funds)**

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Gaston Collard Festival. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Expected Results:

Gaston Collard Festival

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1756 Greenville Zoo (Pass Through Funds)

Greenville Zoo. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Expected Results:

Greenville Zoo

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism**Functional Group:** Legislative,
Executive &
Administrative**1757 Gilbert Peach Festival (Pass Through Funds)**

Gilbert Peach Festival. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth**Strategy:** Provide for a more unified and focused effort in the marketing of our State's assets.**FY 2008-09**

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:**Budgetary Program No.:** II. A**Expected Results:**

Gilbert Peach Festival

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism**Functional Group:** Legislative,
Executive &
Administrative**1758 Oakley Park (Pass Through Funds)**

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Oakley Park. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Expected Results:

Oakley Park

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1759 H Cooper Black Field Trial Area

H Cooper Black Field Trial Area. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. D.

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Expected Results:

Responsibility for the management, and promotion of the Field Trial Area which consists of over 100 miles of marked trails and roads, 24 stall horse barn, Clubhouse and kitchen, 2500' of tether lines, 26 corrals, Full size horse arena, 27 campsites with electricity and water hook ups, 2 comfort stations with showers. Strategies and management activities are defined that provide a road map for the fulfillment of the mission of this unique site.

Outcome Measures:

H Cooper Black Field Trail Area is included with the State Park Service Field Operations.

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1760 Pelion Peanut Festival (Pass Through Funds)

Pelion Peanut Festival. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Expected Results:

Pelion Peanut Festival

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

1761 Pendleton Agricultural Museum (Pass Through Funds)

Pendleton Agricultural Museum. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Expected Results:

Pendleton Agricultural Museum

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1762 Spoleto (Pass Through Funds)

Spoleto. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Budgetary Program No.: II. A

Expected Results:

Spoleto

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1763 Marion County Tourism Resource & Education Center (Pass Through Funds)

Marion County Tourism Resource and Education Center. Proviso 73.12 of the FY 2008 Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II A.

Expected Results:

Marion County Tourism Resource and Education Center

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

1764 Riverbanks Zoo (Pass Through Funds)

Riverbanks Zoo. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Expected Results:

Riverbanks Zoo

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1765 SC Jr Golf Association (Pass Through Funds)

SC Jr Golf Association. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Budgetary Program No.: II. A

Expected Results:

SC Jr Golf Association

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1770 Destination Specific Competitive Grants Marketing Program--Advertising

Destination Specific Competitive Grants Marketing Program. Proviso 73.12 of the FY 2008 Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$5,000,000	\$0	\$0	\$5,000,000	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II A.

Expected Results:

Destination Specific Competitive Grants Marketing Program

Outcome Measures:

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

1772 Walhalla-Stumphouse Tunnel (Pass Through Funds)

Walhalla-Stumphouse Tunnel. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II. A

Expected Results:

Walhalla-Stumphouse Tunnel

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1773 SC Senior Sports Classic (Pass Through Funds)

SC Senior Sports Classic. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Budgetary Program No.: II. A

Expected Results:

SC Senior Sports Classic

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1774 Francis Marion Trail (Pass Through Funds)

Francis Marion Trail. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.: II C.

Expected Results:

Francis Marion Trail

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

Agency Activity Inventory
by Agency
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1869 Historic Duncan Park (Pass Through Funds)

Historic Duncan Park. Proviso 73.12 of the FY 2008 Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.:

Expected Results:

Historic Duncan Park

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism

Functional Group: Legislative,
Executive &
Administrative

1871 Freedom Weekend Aloft (Pass Through Funds)

Freedom Weekend Aloft. Special Item in annual Appropriations Act.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

Budgetary Program No.:**Expected Results:**

Freedom Weekend Aloft

Outcome Measures:

Activity was not funded by the General Assembly

Agency: P28 - Department of Parks, Recreation & Tourism**Functional Group:** Legislative,
Executive &
Administrative**1927 SC Film Commission - Motion Picture Incentive Fund**

Code Section: Title 13 -171-10, 12-10-85 Motion Picture Incentive Act is part of the Coordinating Council for Economic Development. Motion Picture funds are utilized by the SC Film Commission to recruit new sources of revenue to South Carolina, Offset production expenditures spent in South Carolina, and Build infrastructure to increase percentage of South Carolina by this industry.

Statewide Result Area: Improve the conditions for economic growth**Strategy:** Provide for a more unified and focused effort in the marketing of our State's assets.**FY 2008-09**

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:**Budgetary Program No.:****Expected Results:**

To recruit new sources of income from the motion picture (A knowledge-based industry), to create knowledge based industry jobs in South Carolina and to assist in building a motion picture infrastructure within South Carolina. Create a revenue source, resulting in jobs creation, from motion picture and related resources to the State of South Carolina. To create opportunities for SC businesses to earn money from this activity.

Outcome Measures:

Number of jobs created: 1566 Number of production days created: 321 Amount of revenues generated in SC: \$37,812,833

Agency Activity Inventory
by Agency
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Formerly with the Department of Commerce as Activity #1776

Agency: P28 - Department of Parks, Recreation & Tourism **Functional Group:** Legislative,
 Executive &
 Administrative

1928 South Carolina Film Commission

Code Section: Title 13 -1-10, 1-30-25 The Film Commission develops and markets South Carolina's resources to film makers and industry investors with the goal to develop new sources of revenue for our state, create high quality jobs and develop a new industry cluster for South Carolina.

Statewide Result Area: Improve the conditions for economic growth

Strategy: Provide for a more unified and focused effort in the marketing of our State's assets.

FY 2008-09

Total	General Funds	Federal Funds	Health / Non- Recurring	CRF	Other Funds	FTEs
\$0	\$0	\$0	\$0	\$0	\$0	0.00

Other Fund - Subfund No & Title:

Budgetary Program No.:

Expected Results:

To promote an environment to grow a low-polluting industry to create 1,000 jobs annually with an average wage of \$20/hour and generate new revenue to South Carolina of \$20 million annually. To promote South Carolina as a tourism destination as films are produced here and seen around the world.

Outcome Measures:

Number of jobs created: 2158. Number of production days created: 471. Amount of revenues generated in SC: \$39,547,703.

Formerly with the Department of Commerce as Activity #1296

Agency Activity Inventory
by Agency
Appropriation Period: FY 2008-09

AGENCY TOTALS

Department of Parks, Recreation & Tourism

TOTAL AGENCY FUNDS	TOTAL GENERAL FUNDS	TOTAL FEDERAL FUNDS	TOTAL OTHER FUNDS
\$64,426,241	\$29,492,589	\$2,973,148	\$26,960,504
	TOTAL HEALTH/NON-RECURRING FUNDS	TOTAL CAPITAL RESERVE FUNDS	TOTAL FTEs
	\$5,000,000	\$0	487.67